

BOARD OF COUNTY COMMISSIONERS

AGENDA ITEM SUMMARY

Meeting Date: July 20, 2005

Division: Planning

Bulk Item: Yes x No

Department: Growth Management

AGENDA ITEM WORDING:

Approval of a resolution to accept \$1,000.00 grant from the Florida Exotic Pest Council to the Florida Keys Scenic Highway Project for printing costs for the Florida Keys Green Thumb education and outreach program. The Green Thumb Program will work with local plant nurseries to encourage homeowners to remove invasive exotic plants from their landscape and replace them with Keys Friendly plants.

ITEM BACKGROUND:

Goal 1 of the Florida Keys Scenic Highway Corridor Management Plan is to protect, preserve and enhance the resources found within the Florida Keys Scenic Highway corridor and to provide an integrated environment that allows flourishing habitats for indigenous plant and animal communities while permitting appropriate access to these resources consistent with sound environmental planning. The "Green Thumb Certified" is a project of the Florida Keys Scenic Highway Advisory Group which will provide educational materials to nurseries who follow Keys-friendly guidelines.

PREVIOUS RELEVANT BOCC ACTION:

Resolution 116-2001- Approval of the Florida Keys Scenic Highway Advisory Group Agreement

CONTRACT/AGREEMENT CHANGES:

none

STAFF RECOMMENDATIONS:

approval

TOTAL COST: 0

BUDGETED: Yes No x

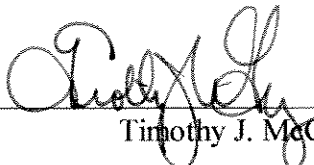
COST TO COUNTY: 0

SOURCE OF FUNDS: FDEP

REVENUE PRODUCING: Yes No X **AMOUNT PER MONTH** **Year**

APPROVED BY: County Atty OMB/Purchasing Risk Management

DIVISION DIRECTOR APPROVAL:


Timothy J. McGarry, AICP

DOCUMENTATION: Included X

Not Required

DISPOSITION:

AGENDA ITEM #

RESOLUTION NO. _____ - 2005

A RESOLUTION OF THE BOARD OF COMMISSIONERS OF
MONROE COUNTY, FLORIDA TO ACCEPT A GRANT FROM
THE FLORIDA EXOTIC PLANT PEST COUNCIL FOR THE
FLORIDA KEYS GREEN THUMB EDUCATION AND
OUTREACH PROJECT.

WHEREAS, the Florida Keys Scenic Highway Advisory Group Agreement was approved by the Board of County Commissioners on February 22, 2001; and

WHEREAS, Goal 1 of the Florida Keys Scenic Highway Corridor Management Plan is to protect, preserve and enhance the resources found within the Florida Keys Scenic Highway corridor and provide an integrated environment that allows flourishing habitats for indigenous plant and animal communities while permitting appropriate access to these resources consistent with sound environmental planning; and

WHEREAS, the Florida Exotic Plant Pest Council has provided funding to complete education and outreach programs to educate the public about non-native invasive plants and their affect on the environment and economy of Florida; and

WHEREAS, the Florida Keys Scenic Highway Advisory Group proposes to initiate the Florida Keys Green Thumb Program in cooperation with the Florida Keys Invasive Exotic Task Force to educate Keys homeowners about non-native invasive plants;

NOW THEREFORE BE IT RESOLVED BY THE BOARD OF COUNTY COMMISSIONERS OF MONROE COUNTY, FLORIDA, THAT IT:

Approves acceptance of a grant of \$1,000.00 for the Florida Exotic Pest Council for the Florida Keys Scenic Highway Advisory Group to print educational materials for the Florida Keys Green Thumb Program.

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PASSED AND ADOPTED by the Board of County Commissioners of Monroe County, Florida,
at a regular meeting of said Board held on the 20th day of July, 2005.

Mayor Dixie Spehar	_____
Mayor Pro Tem Charles "Sonny" McCoy	_____
Commissioner George Neugent	_____
Commissioner David P. Rice	_____
Commissioner Murray E. Nelson	_____

(Seal)

Monroe County Board of Commissioners

Attest: _____
Clerk of Court

By: _____
Mayor

(Seal)

County Attorney's Office



**Florida Keys Green Thumb Program
2005 Project Proposal
FLEPPC Education and Outreach Small Grants**

Project Title - Florida Keys Green Thumb Program

Project Description:

The project will be a collaborative partnership effort between The Nature Conservancy, The UF/IFAS/Monroe County Extension, and the Florida Keys Scenic Highway Program, acting as the educational committee of the Florida Keys Invasive Exotic Task Force. This new effort will establish a "Green Thumb" recognition to plant nurseries in Monroe County that pledge to not sell invasive exotics, educate their customers on the adverse effects of invasive exotic plants and environmentally harmful landscaping practices. The project will also produce an updated Florida Keys Invasive Exotic Removal Guide, an educational poster for display, and a Green Thumb Nursery website.

Location - Monroe County, Florida (see map Attachment A)

Target plants:

Being at the southern extreme of Florida, the Green Thumb project will target the 11 Category One and 28 Category Two invasives as ranked by the 2005 Florida Keys Invasive Exotic Task Force. This is equal to 22 Category One and 13 Category Two invasives on the FLEPPC 2003 List. It is also our hope to limit sale of the 32 Category Three (to be watched) invasives. Six of the worst plant invaders to the Florida Keys are Australian pine (*Casuarina equisetifolia*), Brazilian pepper (*Schinus terebinthifolius*), Asian lather leaf (*Colubrina asiatica*), seaside mahoe (*Thespesia populnea*), lead tree (*Leucaena leucocephala*), and bowstring hemp (*Sansevieria hyacinthoides*).

Target audience:

The Florida Keys is home to 26 Retail Nurseries, Landscapers, and 38,700 Homeowners.

Method of implementation:

Educational Materials: Design and Production of a brochure and posters. In-kind contributions will be provided by all partners and matching funds for printing are available through existing funds from the Florida Keys Scenic Highway Program and the Nature Conservancy.

Outreach: UF/IFAS/Monroe County Extension Horticulture agent will provide direct outreach to each garden center/nursery through regional educational seminars and personal visits. Businesses will be encouraged to participate in the program.

kegabel@ifas.ufl.edu gabel-kim@monroecounty-fl.gov	
Alison Higgins The Nature Conservancy Florida Keys Field Office P.O. Box Summerland Key, Florida (305) 745-8402 ext 111 ahiggins@tnc.org	Public information (newspaper, radio), brochure design, check list development,
Elizabeth Holloway Florida Keys Scenic Highway Coordinator Monroe County Growth Management 2798 Overseas Highway, Suite 400 Marathon, Florida 33050 (305) 289-2521 Holloway-liz@monroecounty-fl.gov	Brochure printing, project summaries evaluation, reports, web site
Florida Keys Invasive Exotics Task Force	Guidance

Description of prior activities that may help applicant accomplish the project :

UF/IFAS/Monroe County Extension-Prior activities:

- ☐ Native Plant events: The Nature Conservancy Plant Fair, Keys Energy Services tree giveaway, Windley Key Native Plant Sale – Extension horticulture agent and Master Gardeners provide homeowners with horticultural information about native and invasive plants species.
- ☐ Lectures: horticulture agent educates homeowners and landscapers about the right tree, right place concept and how to maintain plants properly through correct planting and maintenance practices.
- ☐ Websites: information on proper horticulture practices and plant selection for the Keys
- ☐ Newspaper articles: information on proper horticulture practices and plant selection for the Keys

The Nature Conservancy has expansive experience with invasive plant education and removal in the Florida Keys. Through its GreenSweep program, the Conservancy has been responsible for educational programs and articles that have reached tens of thousands of keys residents and decision makers as well as inspiring the volunteer removal of countless acres of invasive exotic plants. The Nature Conservancy has also been chair of the Florida Keys Invasive Exotics Task Force for over a decade and gained support through the local nurseries for a Monroe County ordinance against Cat I and II plants which was quelled by a State of Florida ruling.

Public Information: The Nature Conservancy will manage media coverage in local newspaper and radio to increase local community awareness and participation.

Web sites: The Green Thumb program will be highlighted housed on the new Florida Keys Scenic Highway web site, and linked to the Nature Conservancy, and the UF/IFAS/Monroe County Extension, our FDEP BIPM Working group site and at least 10 other Keys related conservation and gardening websites in the Keys.sites.

- **Timeline for completion:** July 2005 through July 2006

Brochure and Poster Design	October 2005
Website set up and links	September 2005
Personal visits to nurseries	February 2006
Announcement mailing to community/conservation groups	December 2005
Media coverage of new program	January-July 2006

Summary of expected results:

A reduction in the sale, use and cultivation of Category I and II invasive exotic species on the Class I and Class II lists.

An increase in retail nurseries selling more native landscape plants.

Description of an evaluation component that demonstrates project success in reaching target audience:

Participation: 50% of nurseries enrolled in Green Thumb Program.

Educational scope: Number of hits to website.

Interviews with participating nurseries, landscapers, homeowners that demonstrate knowledge and participation.

Depending on the elements to be fulfilled such as not selling invasives, Category 2 will not be attainable. Nurseries will still continue to sell lantana, blue porterweed, fountain grass to name a few.

B) Collaborative organizations and descriptions of their contributions:

Monroe County Extension Office Kim Gabel, Environmental Horticulture Extension Agent 1100 Simonton Street Key West, FL 33040 (305) 292-4504	graphic design, poster production, green thumb check list, site visits
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Total project costs and detailed budget, and cost justification:

Posters- Design and layout-Monroe County Extension
Printing-Monroe County Growth Management
Lamination-Monroe County Extension

Brochures- graphic layout provided by Monroe County Extension Service
printing- \$ 1,000.00 –FDOT District 6 Scenic Highway Funds
1,000-Nature Conservancy
1,000-FLEPPC grant

total \$3,000

In kind- staff time:

Monroe County Extension
Outreach- 150 hours
Developing Educational materials 30 hours
Nature Conservancy-50 hours
Public Information-Press Releases, Presentations, Consultation

Monroe County Planning-30 hours
Project Coordination/Evaluation
Poster production, brochure development and printing
Web site coordination

Contact information for applicant:

Elizabeth Holloway
Florida Keys Scenic Highway Coordinator
Monroe County Planning
2798 Overseas Highway, Suite 400
Marathon, Florida 33050
(305) 289-2521
Holloway-liz@monroecounty-fl.gov

Attachment A: Project Location
Monroe County, Florida

